

Kirkland Lodging Tax Advisory Committee (LTAC)

October 22, 2010

8:00 – 9:00 a.m.

Kirkland City Hall, Council Chambers

Present: Penny Sweet (Chair), Les Utley, Jac Cooper, Shirley Day, Ryan Noel, Ellen Miller-Wolfe (staff member)

Approval of Meeting Minutes

Meeting called to order at 8:06am. Reviewed agenda with no changes requested. Motion to approve minutes of September 2, 2010 meeting, approve minutes Jac, second Ryan, motion carried to approve as written.

ExploreKirkland Website

Rob Mullin, City Webmaster, gave an update on the ExploreKirkland website and asked for LTAC comment. Penny asked that the connection be strengthened between shop Kirkland and the tourism website. Jac noted that the site was about a destination and should have a tourism focus. Les asked staff to research optimization. Rob agreed to do so, but also noted that by virtue of being a city site, the site would be high up on Google lists. He said that support for optimization that must be done continuously could be purchased. The LTAC thanked staff including Marie Stake who prepared the content for their work.

Program Update (Preliminary discussion of mission and action plan in preparation for retreat)

The group discussed whether emphasizing Kirkland resources or making connections to other regional assets that were an easy reach from Kirkland was the most important focus. Dan asked whether Kirkland can be a destination or whether it is dependent on other assets in other cities. Penny said that we had gravitated more to looking at Kirkland independent of other locations. Les discussed having more of a focus on business travelers. Dan suggested day trippers as a focus.

Penny suggested that the main topics of the retreat might be: grant criteria, taking a more active role in tourism, identifying opportunities and looking at current marketing efforts. She asked that each member of the LTAC be interviewed by staff and that those interviews be published and inform the retreat. The group agreed that an outside facilitator would be helpful.

The meeting adjourned at 9:00 am.

Meeting concluded at 9:00am.